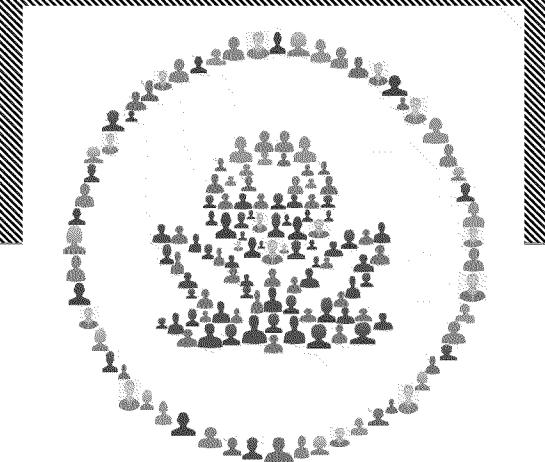


EPA Internal Communications Roadshow

Connecting EPA employees to
compelling work, to one another and to
the agency's mission



Office of Internal Communications Portfolio

Strengthen Employee Collaboration and Knowledge Sharing

Strengthen Employee Recognition and Sharing of Best Practices

Give Employees a Meaningful Voice

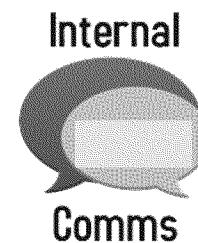
Develop Strategic Internal Comms Program and Manage Corporate Internal Communications Activities (incl advisory role)



One EPA
Skills Marketplace



GreenSpark



Are our messages getting through?

560+

Number of mass mailers sent to all
EPA employees 2010-Present

OIC analysis

42%

EPA employees satisfied with
information they get about what's
going on in the organization

2014 EVS results

Are our messages getting through?

8.25 seconds

Average attention span in 2015

12 seconds

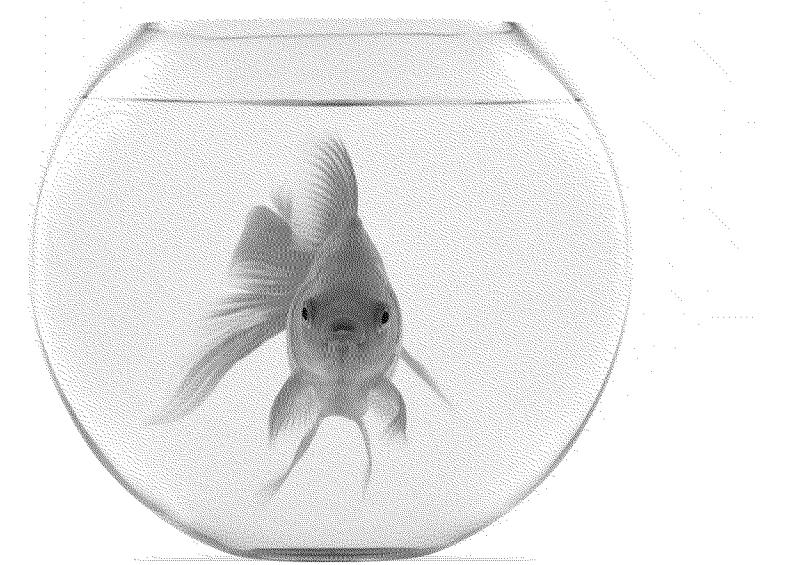
Average attention span in 2000

9 seconds

Average attention span of a gold fish

2.7 minutes

Average length watched of a single internet video



Are our messages getting through?

30

Average number of times per hour an office worker checks their email inbox



1793746

121

Average number of emails per day

0 1 2 3 4 5

COMPOSE TOOLS

FILE HOME SEND / RECEIVE FOLDER VIEW MESSAGE

New Email

Search Current Mailbox (Ctrl+E)

Current Mailbox

All Unread By Date (Conversations) ▾ Newest ↓

Today

Clutter 115

[Draft] Kelsey Epps; Darrell Webster; T...
Clutter - Is there a way to set message to not be treat...

[Draft] Kelsey Epps; Tony Redmond (Redmond & A...
I turned it on this morning and haven't had a chance

Darrell Webster; Tony Redmond (Redmond & Asso...
I am finding the same. Clutter is doing a very good

Eugene Cheung on Yammer; Christian ...
Calling all O365 MVPs (and everybody else)! I'm from...
You can shoot me a PM and attach it. Thank you!

12:28 p.m.

darrell@webster.net.nz

Inbox 3912
MVP 1

Microsoft

Microsoft Event Registration Confirmation

12-17 n m

5

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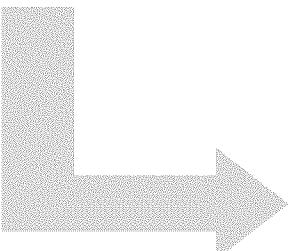
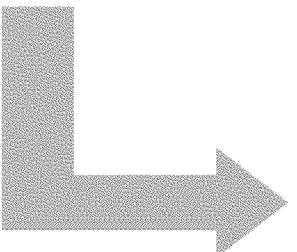
Employees want to hear about EPA from EPA



- * We want to proudly speak of our agency's achievements.
- * We want to see how our work fits into the broader picture
- * We want to hear about the accomplishments of our fellow colleagues
- * We want to hear the good news and the bad

Why is this important?

**Effective internal communications is
important driver for employee engagement
and organizational performance**



EPA Internal Comms Transformation

More of

Less of

- Strategic and coordinated **communications planning**
- Articulating objectives and outcomes during planning
- Developing accurate, timely, concise, creative, compelling content and opportunities for engagement
- **Tracking results and metrics**
- Internal communications as an after-thought
- Use the same tool/ channel for all types of communications
- Assuming employees are a captive audience
- Treating communication as a transaction (Send it out and hope for the best)

How we can help you: visibility, awareness, engagement, alignment

Tue 6/9/2015 11:17 AM
MassMailer
New EPA Web-Based Climate Change Adaptation Resource Center

To: MassMailer

EPA NEWS
This email message is being sent to all EPA employees.
Please visit the EPA Intranet for more information

Message From: Joel Beauvais, Associate Administrator, Office of Policy

Dear Colleagues:

EPA is working hard to ensure it continues to fulfill its mission of protecting human health and the environment even as the climate changes. This is a challenge that requires understanding and action across all parts of EPA. It's important that all of us have the tools and information we need to take climate change into account in our work. That's the goal behind the new [EPA Climate Change Adaptation Resource Center](#). This web-based internal site provides everyone in the agency with a "One-Stop Shop" for finding climate change adaptation resources.

You can access the Resource Center here: <http://intranet.epa.gov/anr>.

Developed with input from EPA regions and programs, this new center provides a broad array of resources, including:

- information about climate change and which aspects of our work at EPA are most vulnerable to those changes;
- access to climate adaptation training, to tools that can be used in our work and by our partners to prepare for climate change, and to climate adaptation implementation plans developed by all of our programs and regions; and
- communication materials to assist you with your community outreach efforts, such as a new brochure that describes for mayors and other public officials how climate change is affecting community services and how they can adapt.

Here's a [short video](#) that provides more information about what you'll find:



Click on image to view video

I encourage you to take a look at this new resource and consider how you might use the wealth of information it provides. We look forward to hearing your feedback and to adding more tools and resources as they become available...

Mass Mailers

Weekly EPA Newsletter

The Source
EPA Weekly News

Senior Leadership Message
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in blandit ante. Nam non lectus eu ipsum consequatur tristique. Fusce neque tortor, gravida nec velit in, pretium consequatur felis. Cras tristique justo in massa accumsan, et volutatib[...]

Top 3 Things

Title **Title** **Title**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in blandit ante. Nam non lectus eu ipsum consequatur tristique. Fusce neque tortor, gravida nec velit in, pretium consequatur felis. Cras tristique justo in massa accumsan, et volutatib[...]

Key Dates

- Early Time and Attendance Submission, 8/16
- Records Management Day, 8/25
- Mandatory Cybersecurity Training, 8/30

Career Corner

IT Corner

United States Environmental Protection Agency
ONE+EPA Workplace

FINANCIAL **HUMAN RESOURCES** **EPA UNIVERSITY** **COLLABORATION**

IT'S TAX TIME AGAIN...
Important information on your 2014 W-2's can be found here.

News
Nulla in ille latoe iupatum accumsan tation ut.

Blog
Exerci brevites sudo. Muilo in accumsen iupatum susteri vit ut heero. Feugiat dolore a[...]

Employee Profile
Utrum pecus mos ut veritatem sed iusto ut. Ut enim admodum ut. Valdus vero auger eros abus, fodioli ymo. Amet subto aliquam gravis quidam plaga. Iustus enim eu multo saluto. transversibus. Cui pagas ingenium, conseruas premit. hinc est ut puto eu vid voxa. Tunc iugato incassum consequat erit.

AGENCY CALENDAR

SKILLS MARKETPLACE

GREENSPARK CAMPAIGNS

EPA Locator
SEARCHING NAME ALL SITES

Quick Links

ONE+EPA Workplace

EPA HOME WORKPLACE HOME EPA LOCATOR ACCESSIBILITY DIS HOTLINE MASS MAILERS CONTACT US

New One EPA Workplace homepage

* Guidelines provided for each of these tools

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Help us help you:

1

Identify important messages for an agency-wide audience

- What important initiatives/ announcements/ releases?
 - New priorities/ strategies?
- What are some key changes that are coming up?
 - New policy?
- Major successes? Opportunity to recognize your teams
- What resources are available for employees to use?
 - What upcoming events have an agency-wide relevance/ interest?

2

Commit to internal communications planning

- Bring your office's Communications Director/ Public Affairs Director/ Lead for Internal Communications in early
 - Focus on the outcomes you are trying to achieve.
 - What do you want employees to know? feel? do?
 - What's in it for them? Why should they care?

3

Bring us in early

- We'll add your announcement to our comms calendar
 - We can also flag any timing conflicts with other messages or events
 - We can serve as advisors:
 - help with communications planning
 - We can help you identify the most appropriate communications channels/ approaches for your message

Discussion/ Next Steps

What are your office's most important initiatives/ announcements/ events/ activities?

- * Upcoming major announcements/ releases
- * Events
- * Key priority that you would like to encourage employees to buy into/ align to?

Next Steps:

- * Share your proposed communications (for the rest of 2015) with your office's Communications Director/ Public Affairs Director by **August 31**.
- * Read more at <http://intranet.epa.gov/internalcomms>
 - * Mass Mailer guidelines
 - * Newsletter guidelines
 - * One EPA Workplace home page guidelines

Thank You!

Noha Gaber, Director
Office of Internal Communications, OPA, AO
qaber.noha@epa.gov
202-564-2179

To share your internal communications plans and content, please contact us at:
internalcomms@epa.gov